

- Use of GlobalGAP demonstrates openness and responsibility for its production, which is favorably told upon an image of an enterprise.
- In connection with the reduction of complaints relative to low quality of production long-term relations as for delivery are becoming better.
- Rise in purchasing prices may happen.
- Certification according to GlobalGAP is the most important part of a successful and enjoying equal rights entry to the world market.
- Certification according to GlobalGAP gives an opportunity to move to the strategy of attraction of an ultimate consumer, to create confiding and reliable relationships in the whole chain of sales from a manufacturer, a reprocessor to an ultimate consumer.

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## **INFLUENCE OF 4C ASSOCIATION ON COFFE MARKET**

The coffee sector is confronted with many pressing issues: climate change, lack of interest from the next generation of coffee growers, aging coffee trees, and inadequate finance or land to name a few. There are no easy answers to the sustainability challenges threatening coffee supplies.

The members of the 4C Association have developed the 4C Code of Conduct, which sets social, environmental and economic principles for the sustainable production, processing and trading of green coffee.

The 4C Association's goals include poverty reduction in coffee producing countries, protection of the environment, and improvement of farmers' living conditions. The main target areas of the 4C Association include: labour conditions, working hours, child labour, deforestation, wastewater management, soil fertility and more.

The overall financial situation of the 4C Association continued satisfactorily in 2013 with revenues 5% over and expenses 6% below original estimations. What brought up revenues is primarily fees from new members to the amount of €199 000. This positive development made possible two supplementary budgets over the course of 2013 and led to an asset growth of €46 000.

Open receivables were further reduced, which highlights the loyalty and satisfaction of members. Investments were rather moderate (€54 000), in accordance with 2013 planning. On the Property and Liabilities side of the balance sheet, fixed reserves were defined by the Council to be €570 000 after a comprehensive risk analysis. This renders retained earnings to be currently €364 000, paving the way for increased investment activities in the future.

A productivity boost lies at the heart of all efforts to provide African coffee farmers with a viable business case and increase the sustainability African coffee production. However, lack of knowledge, finance, and organisation continues to prevent millions of coffee farmers from raising their productivity and income levels.

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## **THE ROLE OF SALES PROMOTION IN ACTIVITY OF SMALL BUSSINESSES**

In present circumstances, when intensification process of priority interests of consumers in the system of economic relations generates aggressive competition for sales markets, one of the most important conditions the efficient operation of enterprises on target market becomes continuous communication with existing and potential customers. Therefore, each an enterprise begins inevitably to act as a source of communications and a generator of different means of promoting information about products and services on the market. And given that small and often medium-sized businesses do not have sufficient material resources to carry large-scale promotional and PR-activities, the main tool of communication often acts exactly sales promotion. Sales promotion has gained significant and formed the basis of communication technologies, the implementation of which helps enterprises to consider market needs and to compete.

Increasing competition forces enterprises to make concessions to consumers and mediators in marketing their products through promotion. The term «sales promotion» is commonly definition incentive measures which are designed to accelerate the sale of certain products and (or) to increase its sales volume in due time. Businesses use the method of sales promotion to trigger a rapid response from the consumer.

Sales promotion has a multipurpose orientation (to consumers, sellers, intermediaries) and is used to support inform and motivate all participants of the sales process with a view to create continuous flow of sale of products or services.

Among the main objectives, that must be fulfilled by sales promotion, are the following: to provide rapid growth of sales products of the enterprise; to encourage more consumers to try the product, to buy or to carry out the re-acquisition; to encourage intermediaries and employees own sales department to focus efforts on implementation of the products of the enterprise.

The choice of means of sales promotion depends on the objective. All means can be combined into three major groups:

–an active offer (contests, games, lotteries);